

HOW TO PRINT ON DEMAND



AGENDA



What is Print on Demand

The Market Stats

Three Levels of Print on Demand

Needed Tools

Inventory

Products

Artwork and Mockups

Event Activation

Today's Agenda



What is Print on Demand?

A business model that allows customers to order custom apparel as needed rather than requiring a minimum order.



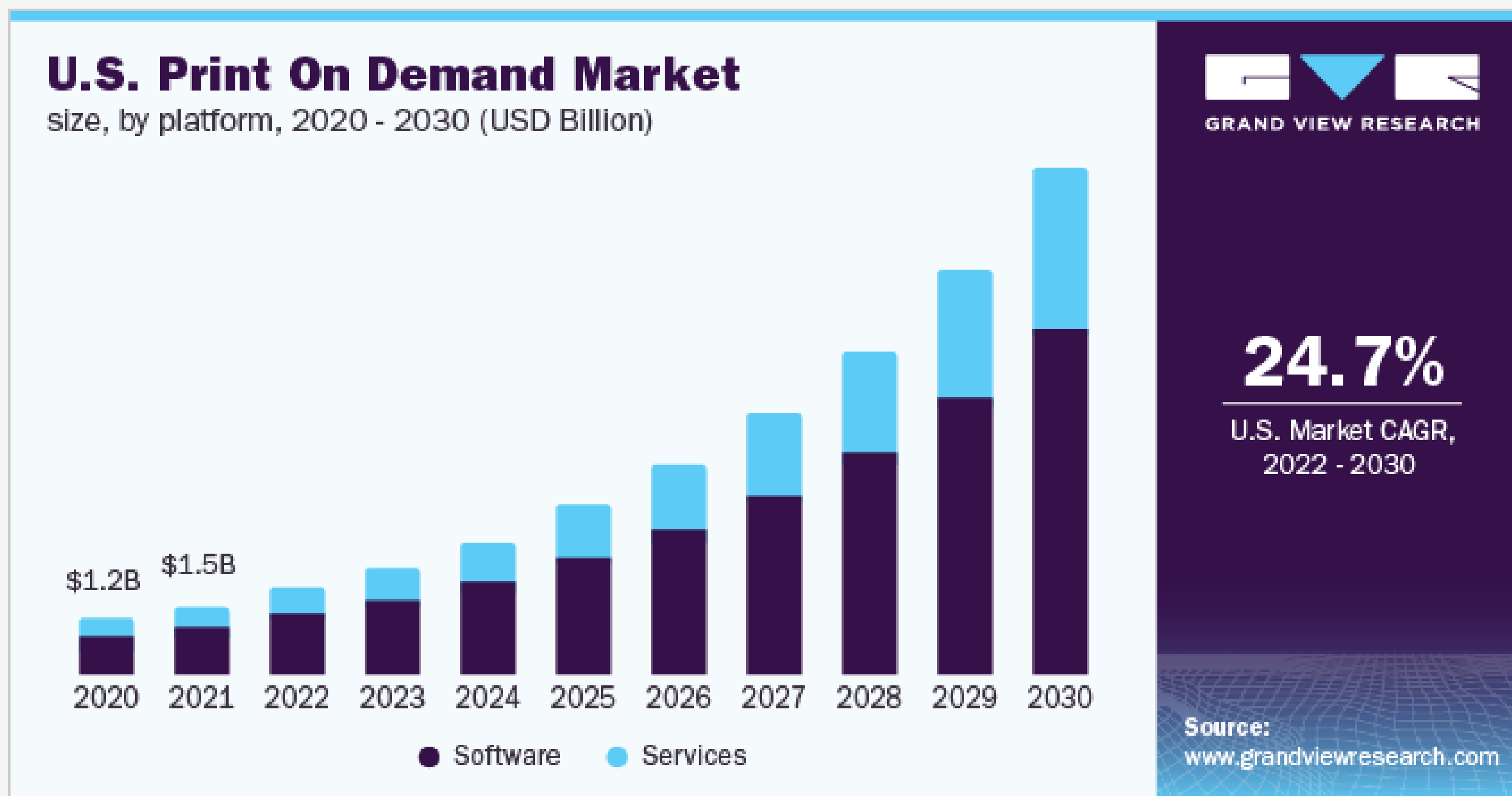


Why Print on Demand?

- Low Upfront Costs – Lower Risk
- Flexibility-Test designs without commitment to quantities
- Quick Turnaround + Fulfilment
- Wide variety of products (same design for a t-shirt, hoodie, tote bag, and golf towel)
- Sustainable – Less Unused Inventory

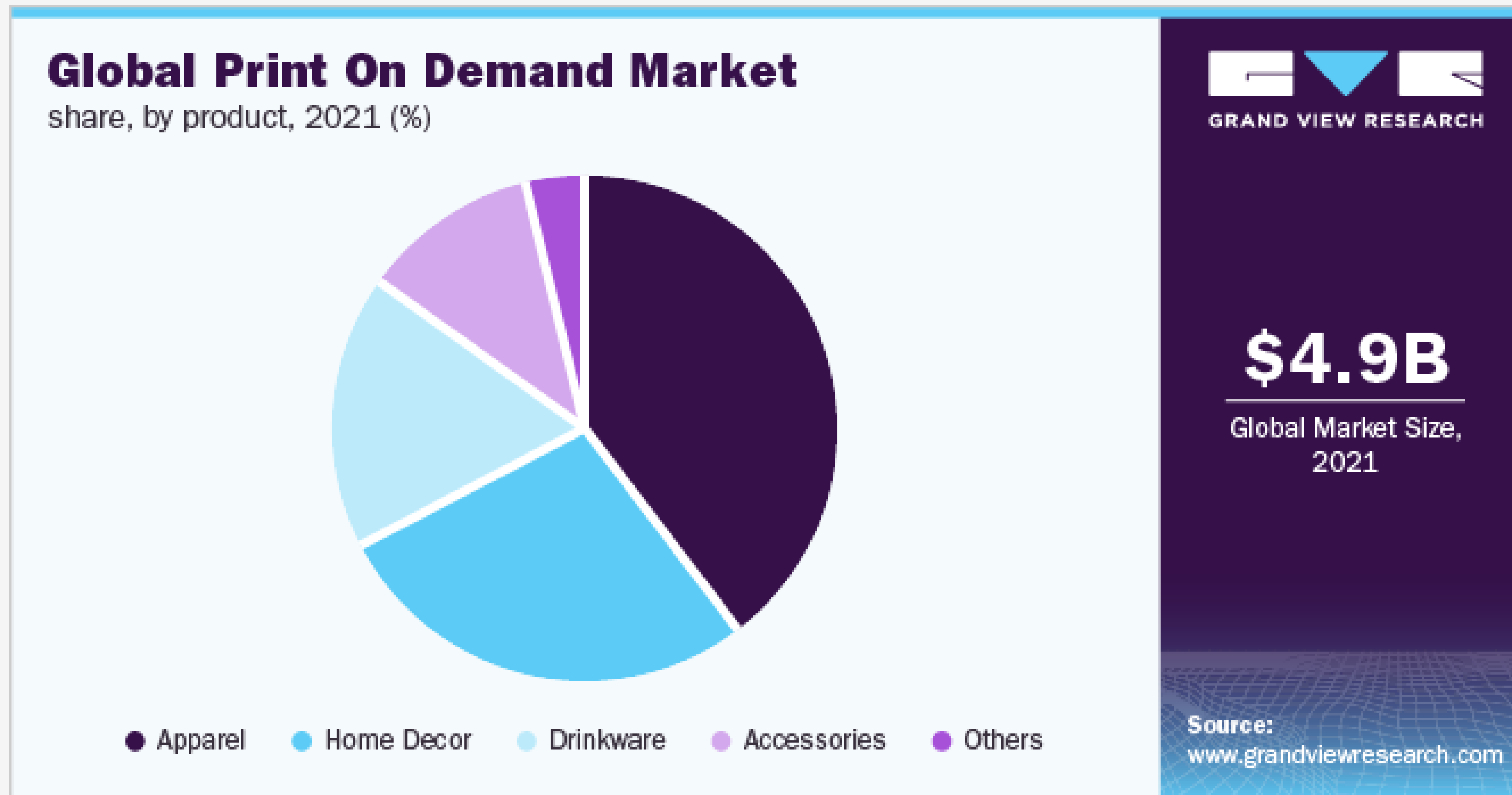


The Market



Expected growth of 26.1% from 2022 to 2030

The Market



Apparel segment accounts for the most revenue for Print on Demand



Tips for Success

- Find Your Niche

Geography-Local Pride CLE

Occupational-Nurse, Police or Firemen

Hobbies-Yoga, Camping, Pickleball

Educational-Teacher, Grade, Grads

Environment-Earth Day, Recycling, Save the Planet

Health-Positivity



Tips for Success

- Avoid Copyrights and Trademarks





Tips for Success

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Common Infringement

- Sports (NFL, MLB, NBA)
- Colleges / University
- Disney
- Comics
- Movies





Tips for Success

- Start slow, see what designs sell and build to sales
- Start with basic/limited colors of blanks:
 - Black
 - Heather
 - One Additional Color
- Simplify Ink Colors
 - Choose an ink color that can print across all garment colors
 - Use Color changes for screen print transfers
 - Gang Sheet multiple art on one sheet



Tips for Success

- Have Fun!
- Keep It Simple!
- Keep It Organized!



Print on Demand Comparison

3 Levels of Print on Demand

Passive

Ex: Teespring

You upload the design
the company prints and
ships the order.

Pros

No investment
Little work
Printing is handled
Shipping is handled
You don't know who bought
Customer service is handled

Cons

Large fees
Little Profit

Semi-Active

Ex: Printful

You create the design,
manage your shopping site,
have fulfillment print and ship

Pros

Small Investment

Cons

Website
No Quality Control



Active

Ex: Etsy

You create the design,
manage your shopping site,
order and press the transfers,
ship the product

Pros

Largest profit
Ease of use
Quality Control
Control Customer List

Cons

Website
Heat Press Investment
Time Investment

Tools Needed

- Heat Press
- 6 feet of counter space (sometimes less)
- Etsy listing or Spirit Sale or Website
- Computer or Tablet
- Shipping Label Printer (not required)





Tools Needed

- Art program is FREE
- Apparel: order as needed or stock inventory at free shipping levels
- Transfers: Order as needed or keep inventory using price breaks

Proper Storage Help Transfers Last!





Creating Your Designs

- Easy View is free to create and try designs
- Create designs in seconds
- Create mock-ups for posting before purchasing anything

Great for:

- Online store product images
- Social Media Promotion





Ordering Your Apparel

Adult Shirt Ratio (will vary with your offering) This has been used for our Toast to Transfers Events and we sell out

- S 14%
- M 20%
- L 32%
- XL 32%
- XXL 2%

You know your market, size and sell accordingly



The Heat Transfer Guide: WHAT TO USE WHEN

APPAREL QUANTITY
(Based on one full-front design)

6 | 12 | 24 | 36 | 48 |



Ordering Your Transfers

- UltraColor Max has no minimums, great way to order 1 of each of a few designs to test the market and see what others think
- Once you have chosen a design to offer how many do you think you will sell? Use Price breaks to your advantage
- Solid price break is 24. Do you think you can sell at least that many?
- Utilize gang sheets to reduce costs and order two designs for one price
- Press on apparel, only after the sale



Print On Demand at Events

Formula for Success

One Event-Specific Design

2-5 Designs related to participants
or your audience

Leftover blanks – Restock back to inventory

Low Risk -





Print On Demand at Events

What You Need

- Tent/Booth + Tables
- Electrical for your press
- Displays: Signs for pricing and products
- Bins of apparel sorted by size/color
- Point of sale system

Hot Tips:

- Interactive elements: Giveaways
 - Drive traffic to booth
 - Lighting for indoor events
 - Bundles help drive revenue





Other Resources

Guides on both Events and Etsy Stores

<https://www.transferexpress.com/ebooks>

Videos on

www.YouTube.com/TransferExpress





TOAST TRANSFERS

to

TOAST TO TRANSFERS RED, WHITE & BLUE EDITION

- Goof Proof / UltraColor Max (Simbroidery)
- T-Shirt, Blanket, Grill Mitt, Can Cooler, Placement Ruler
- Event: Thursday, MAY 25th, 7PM ET

\$35

WITH FREE SHIPPING



THANK YOU.

Any Questions?



Q&A

STAY IN TOUCH

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